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skills	Strategy	Business Model Canvas, Validated User Persona, Competitors Analyse and Research, Storyboard.
	Research	User Interviews, User Tests, AB Tests, Design Critique.
	Writing	Brand Voice, Dialog Experience, Heuristic Evaluation.
	Interactive	Diagramming, Information Architecture, Prototyping, Design Workshops, Storytelling, Ergonomic Analysis, Pixel Perfect Design, Responsive Websites, Design System, Mobile App Design, SaaS platforms, E-commerce and Websites.
	Tools	Figma, Sketch, Adobe XD, Invision, Zeplin, Hotjar, Photoshop, Illustrator, Wix, Google Analytics
education	ESPM (Higher School of Advertising and Marketing) 2011 - 2014	Bachelor degree in Visual Design with Focus in Marketing
experience	Oowlish Senior Product Designer 2021 - Now	Great Pet Care is a tech company with solutions to support veterinarians in expanding care beyond the examining room, making care at home easier for pet parents. Its portfolio includes e-commerce , blog website , pet health manager and app platform . Products with 1 Million+ monthly readers. My responsibilities on this project include identifying the key area focus, creating product and ux writing canvas, conducting user research and user tests, analysing quantitative data, conducting presentations to stakeholders while designing high-fidelity mockups, prototypes and design systems - all of those working close with the development and product teams while eventually working alongside other user experience designers. My main collaboration was to improve the user testing and documentation culture, creating the first design system and validated product canvas of the company. I also worked with other clients supporting new UX designers and helping clients without designers, like Guaw, Pawprint Oxygen, The Lanners and Angel Paw. oowlish.com
	Pmweb UX Designer 2019 - 2021	Pmweb is a tech company with solutions for hotels, including the projects that I worked in: Letsbook Booking Solutions and Pmweb CRM Platform . Platforms used by more than 1,200 hotels in Latin America. As the main UX designer, my responsibilities included identifying the OKR, creating information architecture flows, analysing quantity datas, conducting concept tests, user research and user tests, projecting prototypes, designing design systems, wireframes, and high-fidelity screens. I also collaborated conducting presentations and workshops for the UX and development teams and mentored junior UX design colleagues. My main collaboration was to introduce new testing process and make the connection between the UX, development and product teams better, collecting feedback from every team improving the collaborative work. pmweb.com.br/en/
	4all UX Designer 2018 - 2019 Junior UX Designer 2017 - 2018	4all is a tech hub with multiple tech companies. The projects that I worked on include the Iris CDP platform , the Grêmio Sports Club website, and the Share Eat gastronomic app. In all of these projects I worked in agile teams and my responsibilities included designing wireframes, prototypes, high-fidelity screens and design systems and conducting user tests. My main collaboration was to make the UX solutions the main product differential on the project that I worked on. 4all.com/en
	Agência 3G Planning UX and Brand Designer 2016 - 2017	I worked with a multi-disciplinary team designing logos, brand guides, wireframes, UI style guides, social media posts and email marketing for clients from multiple business sectors. agencia3gplanning.com.br
courses	Coursera 2022	Google UX Design Professional
	Udemy 2018	UX Design Master Course
	Udemy 2018	UX & Design Thinking
extra	4allhands 2019	The inclusion group co-created by me at 4all focused on encouraging and promoting internal diversity events.